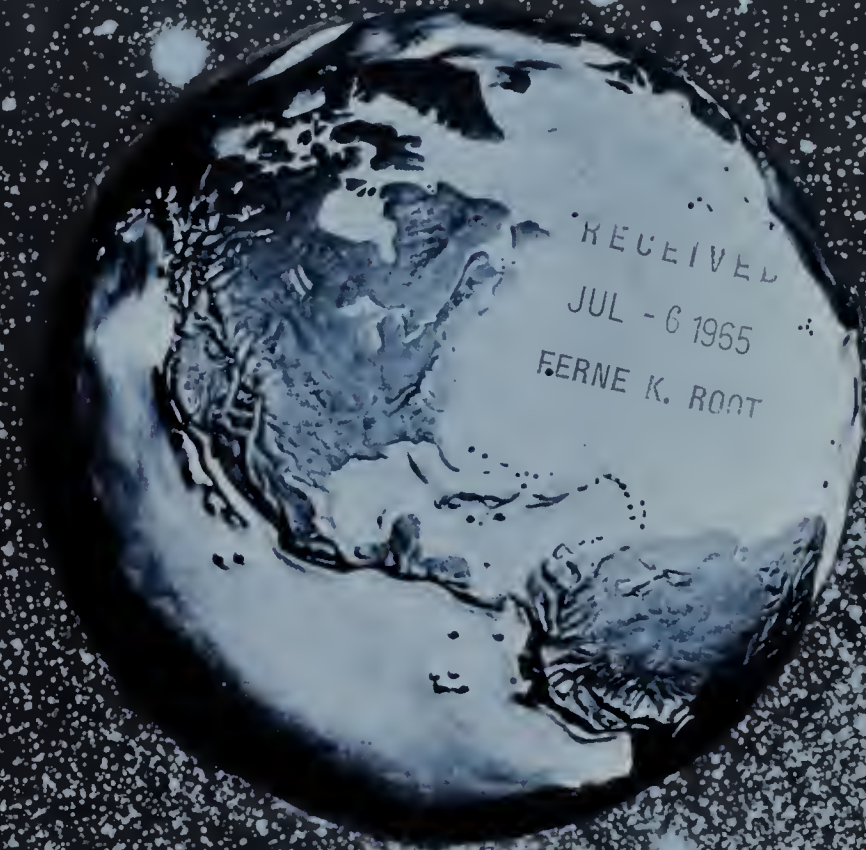


YOUR EYES ARE WINDOWS ON THE WORLD



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NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.

ANNUAL REPORT 1964

NATIONAL SOCIETY FOR THE
PREVENTION OF BLINDNESS, INC.

1964 ANNUAL REPORT

The National Society for the Prevention of Blindness is people. You, your neighbor, the volunteer, the professional worker, the medical man, the teacher, the safety expert, and thousands of others. All working—in many different places and in many different ways—for the single purpose of saving sight.

Teamwork is the key. Concerned Americans provide the financial assistance and the leadership for the fight on blindness. Scientists and doctors furnish the weapons. Dedicated volunteers aided by professional staff, wage the fight on this needless tragedy in the East, West, North and South.

Because this teamwork makes the National Society the effective force it is, so the National Society strives to enlist more and more Americans in all the ranks of its fighting force. Interested contributors, active advisors and leaders, qualified professional personnel, and enthusiastic volunteers—all are needed. Join the crusade against needless and preventable blindness today!

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YOUR EYES ARE WINDOWS ON THE WORLD



Enos Curtin, President
National Society for the Prevention of Blindness, Inc.

"... windows on the world "

A rather uncommon description of man's precious eyes, but true and thought-provoking nonetheless. Our eyes really *are* windows on the world. Wonderful windows that let us see color, motion, form, a work of art, the face of a loved one. They are our most direct link with life around us. Vision is, by far, the most used of the five senses. It is also the most vulnerable of the senses to disease, accident or neglect.

Tragic evidence of this vulnerability are the 31,000 new cases of blindness that will strike America this year. This means that 85 times *every day of the year*, an American man, woman or child will forfeit the precious gift of sight forever. What are the major causes of this fearful waste? Ignorance, misinformation, public and personal apathy, and inadequacies of facilities and professional services.

By diligent and universal application of the health and safety information our nation already possesses, half of this blindness could be prevented. So unfolds the work of the National Society for the Prevention of Blindness, Inc. To bring to the people of the United States the information they must have to maintain healthy eyesight for a lifetime, and to inspire them to use this knowledge conscientiously.

In this annual report, as president of the National Society, I shall attempt to outline the work accomplished on both the national and state affiliate levels in public and professional education, research, and community prevention programs during 1964, the 56th year of the Society.

"... to strengthen state affiliates "

A priority measure designed to strengthen the state affiliates of the National Society was completed during the past year with the signing of formal affiliation agreements by all state chapters and committees, plus the organization of a Committee on Affiliate Relationships as a standing committee of the NSPB board of directors to keep these agreements working smoothly. In spelling out clearly the individual rights and responsibilities of the national organization and the state organizations, a more effective working relationship has been created.

The improvement of the professional abilities of the state society personnel has also been uppermost in our planning. New state executive directors are brought to the National Society office for orientation with national staff before or shortly after beginning state assignments. A three-day workshop session was held for state personnel prior to the NSPB annual conference in Miami Beach during May, and special regional meetings were conducted to offer counsel in public relations and fund-raising techniques. In addition, national staff made more than 100 individual visits to state organizations during 1964.

That these programs are bearing fruit is evident in reviewing some highlights from across the country: Following *Ohio's* 1963 leadership, state laws requiring complete eye safety programs in school laboratories and shops were secured in *Massachusetts* and *Maryland*. The *Connecticut* Society now has 26 preschool vision screening projects organized cooperatively with local public health and

nursing agencies and 12 continuing nursery school projects.

In *Florida*, more than 4,100 people were tested for signs of glaucoma in two of their screenings at the State Fair and a Lions' show. The *Kentucky* Society repeated its yearly successful State Fair screening project, checking more than 3,500 persons in a week. *Colorado* continued its active cooperation with military installations in glaucoma detection, and the *Utah* Society won a grant from the State Board of Health to finance a demonstration school eye safety program in two Salt Lake City high schools. *California* has formulated a major reorganization and expansion plan to take effect soon, and *Georgia* has strengthened its Society structure and programs with the hiring of a full-time executive and obtaining additional statewide board leadership. More than 130 preschool vision screening volunteers were trained this year in *Mississippi* and *Missouri*, and the first preschool screening in *Rhode Island* began this summer. *Texas* and *North Carolina* maintained their highly effective public education programs, and the *Virginia* Society is completing a cooperative industrial vision testing demonstration project that is expected to have national implications.

"...honored by the Society"

During the past year several outstanding achievements in prevention of blindness were honored by the Society. Ralph G. Hurlin, Ph.D. of Niantic, Connecticut, retired secretary of the Russell Sage Foundation and a pioneer in the development and standardization of statistics on blindness in the United States, was named winner of the first Mason Huntington Bigelow Award of the National Society. The award was established during 1964 to honor Mr. Bigelow, an attorney and chairman of the NSPB board of directors, on his thirtieth year of devoted and inspiring service to the Society.



The first Mason H. Bigelow Award is presented to Dr. Hurlin (left) by Mr. Bigelow, NSPB board chairman

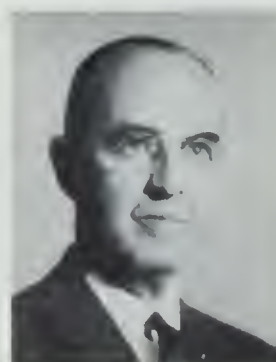
The National Society's quadrennial Pan-American Gold Medal for the ophthalmologist making the greatest contribution to the prevention of blindness in the Western Hemisphere was awarded to Dr. Baudilio Courtis of Buenos Aires, Argentina. It was made at the Seventh Pan-American Congress of Ophthalmology in Montreal, Canada, in September. Mrs. Edna Revels, a teacher of partially seeing pupils in Winston-Salem, North Carolina, received the Society's Winifred Hathaway Award as national "Teacher of the Year for the Partially Seeing." A resolution of appreciation for outstanding work in sight conservation was presented to Delta Gamma Fraternity during its national convention in recognition of the Delta Gamma's more than 20 years of service in preschool screening and other prevention of blindness programs.



Mrs. Edna C. Revels accepts the "Teacher of the Year for Partially Seeing Children" award

"...a major interest"

Professional education continued as a major interest of the Society during 1964. The *Sight-Saving Review* celebrated its 33rd year as the official quarterly journal of the NSPB with significant circulation increases and its usual fine editorial content. Close cooperation with the U.S. Public Health Service was evidenced by a joint staff meeting of the Society and the Neurological and Sensory Disease Service Branch of the Public Health Service in order to prevent duplication and overlapping of programs



Dr. Baudilio Courtis, winner of the Pan-American Gold Medal



Howard Pyle, president of the National Safety Council, addresses the 1964 NSPB conference

wherever possible. The Society also produced a slide film "Rx for Eye Safety" with the Division of Accident Prevention of the Public Health Service. It will be a useful audio-visual aid for acquainting the public with facts about suitable eye protection.

Approximately 200 delegates from 24 states and Canada attended the Society's 1964 annual conference in Miami Beach, during May. They heard two fine addresses at the conference's major functions, a talk on eye research by Dr. Richard L. Masland, director of the National Institute of Neurological Diseases and Blindness, and one on "Accidents and the Eyes" by the Honorable Howard Pyle, president of the National Safety Council.

The National Society again offered its annual glaucoma meeting and course on education of the partially seeing at the annual session of the American Academy of Ophthalmology and Otolaryngology. In order to alert all physicians to the problem of glaucoma and the need for early detection, the Society again screened physicians and guests at the 1964 annual American Medical Association meeting.

Summer vision institutes were held for nurses and teachers at Southern Connecticut State College and at Boston University in cooperation with the National Society affiliates in those states. The Society awarded scholarships for university summer courses to prepare teachers of partially seeing.

Dr. John W. Ferree, NSPB executive director, and other staff represented the Society's interest in activities of such organizations as the American Medical Association, the National Health Council, the American Public Health Association, the Association of Schools of Public Health, the Illuminating Engineering Research Institute, National Council on the Aging, Council for Exceptional Children, the American Association of School Administrators, the Pacific Coast Oto-Ophthalmological Society, American Nurses Association, the National Safety Council, American Standards As-

sociation sections and a number of other important professional groups.

In addition to circulating more than 1,000 books, pamphlets and articles on prevention of blindness, the NSPB library handled 1,400 personal and other requests for information on eye health and safety in 1964. Nearly 1,400 new titles were added to the library during the year.

"... Sight-Saving Month "

President Johnson told the nation in September that "In sponsoring Sight-Saving Month, the National Society for the Prevention of Blindness is performing an important public service." With the President's endorsement and the able leadership of National Chairman Walt Disney, the Sight-Saving Month message gained its widest acceptance in the fifteen years of the campaign. Television stations across the country and the ABC, CBS, and NBC networks reported a 15 percent increase in the use of NSPB films and slides over 1963, while the Society's celebrity spot announcements have been played over radio more times than any year previously. Reports show that radio and television stations donated public service time that had a commercial value of more than \$600,000 for Sight-Saving Month. Prevention of blindness articles were also distributed to more than 7,500 daily and weekly newspapers, and house organs and magazines. Requests for information from the public spurred by Sight-Saving Month brought the distribution of NSPB materials for this past year to well over three million.

"... to the public "

More than 350,000 NSPB publications were circulated to the public through a pilot project of the American Pharmaceutical Association to evaluate the pharmacy as a community health education center. The National Society was among 26 health



Dr. Ferree, NSPB executive director (left), receives the American Pharmaceutical Association citation from J. Curtis Nottingham, APhA president



The advantages of safety glasses are illustrated in scenes from a National Society television film spot

agencies honored by the APhA for participation in the national program which was financed by a \$100,000 Public Health Service grant. One of the pamphlets rated most popular with the public in the project was the Society's "Professor Ludwig von Drake's I.Q."

A new Society motion picture, "Glaucoma—Sneak Thief of Sight," is being filmed and should be completed for release in 1965. It will be a color and sound picture, approximately 25 minutes long, designed to explain the problem of glaucoma to the lay audience. The film is being financed on a special grant from Mrs. Charles A. Dana, of New York City. The NSPB's two newest pictures, "The Smartest Kid In Town," and "Sight For A Lifetime," both won honors during the year. Both were finalists in the American Film Festival held here in New York by the Educational Film Library Association, and "The Smartest Kid In Town" won an Award of Merit in the 1964 competition of the National Committee on Films for Safety. During 1964, the Society's films were loaned for showing on 514 occasions and an additional 33 film prints were sold.

In other health education areas, the National Society had exhibits at 29 international or national meetings of professional, medical and lay groups. New exhibits were prepared for the American Academy of Pediatrics and the American Academy of Ophthalmology and Otolaryngology.

The National Society provided a comprehensive statement on eye care for older persons to the U.S. Senate Subcommittee on Frauds and Misrepresentations Affecting the Elderly, and has cooperated with the Federal Trade Commission and the National Better Business Bureau on cases of misleading advertising of products that may be harmful to vision.

The National Society's information and referral personnel have handled more than 21,000 mail, telephone and in-person requests for general or specific information on eye health. In addition, there were many office advisory conferences and also counsel by mail for more than 40 representa-

tives of foreign prevention of blindness or allied agencies.

"...across the nation "

Across the nation, the American Legion renewed its drive for school eye safety legislation in every state in cooperation with the Society, and a model eye safety law has been drawn up to aid this campaign. The Society's industrial eye safety incentive plan, the Wise Owl Club of America, reached the 30,000th-member mark in October. That represents 30,000 industrial workers whose sight has been saved through the conscientious use of safety eyewear at the time of an on-the-job accident. In all, a total of 37,526 eyes have actually been saved by Wise Owl members. The Society continued its sponsorship of the American Standards Association Z87 Sectional Committee on Safety Code for Eye Protection, and the ASA's Z80 Committee, with NSPB membership, issued a set of standard requirements for first quality glass lenses for use in pre-



Adequate eye protection is a necessity in all school shops, laboratories and vocational classes

scription eyewear. Until these standards were set, there were many, many versions of so-called "first quality" lenses.

With but ten percent of America's 92,000 partially seeing children receiving the benefit of the special educational facilities they must have to gain an education consistent with their abilities, the National Society continued its activities in such areas as identification of the partially seeing, information about sources of equipment and teaching aids, courses of preparation for teachers of the partially seeing, and guidelines for preparation of materials in large type. The NSPB consultant in education also participated in conferences of the American Association for Health, Physical Education and Recreation Committee on Community Health Education; the American Printing House for the Blind; the Council for Exceptional Children; and the course on Educational Management of the Partially Seeing Child at the American Academy of Ophthalmology and Otolaryngology.

The National Society continues to instruct and provide training materials for volunteers conducting preschool and school vision screening projects across the country. These projects will be the major tool for identifying youngsters with signs of vision problems until that time when every child has a professional eye examination before entering school and regularly thereafter throughout his school years. Volunteers were trained for 79 such projects that screened approximately 50,000 children during the past year.



NSPB vision screening programs detect signs of eye problems among preschool children

"... Society support "

Research had strong Society support during 1964. A total of eight basic and clinical research projects in medical centers, colleges and universities across the country were awarded grants through 1965. The Society with the assistance of the Committee on Operational Research published an authoritative study on Causes of Blindness in School Children and a summary of current legislation on ophthalmia neonatorum in the United States. Plans call for the publication of an Index of Diagnostic Terms and Manual of Instructions for use with the Classification of Causes of Blindness in 1965. Also scheduled for publication is a handbook on statistics on causes of blindness. During 1964, the E. Matilda Ziegler Foundation for the Blind again gave evidence of its continued support of the National Society's basic and clinical research program with a generous contribution.

Dollar contributions to the National Society's 1964 mail campaign increased 14.7 percent over 1963. In addition the number of individuals making contributions rose 23.9 percent during the past year. A new coin bank program sponsored in cooperation with the Guild of Prescription Opticians of America produced more than \$3,600 in contributions, and, as a part of this joint educational-fund-raising program, more than 300,000 leaflets on glaucoma were distributed to the public by participating opticians.

The publication, "A Gift of Sight," prepared by the Society to inform trust officers, lawyers and contributors on bequest giving, was the winner of a certificate of special merit at the 1964 exhibition of the Printing Industries of Metropolitan New York City.

This report of victories in the battle against needless blindness would be far different if it were not for the extraordinary efforts of our board members, consultants, advisory committee members, professional staff, the thousands of volunteers across the country, the additional thousands of generous contributors who support our work, and all other interested individuals. To them, and to you, go our thanks and appreciation. We hope we shall continue to merit your confidence.

ENOS CURTIN
President

SPECIAL REPORT

ON GLAUCOMA

The National Society for the Prevention of Blindness has reached a decision on glaucoma that affects more than 12,000,000 American men and women.

Glaucoma, the second greatest cause of blindness in the United States today, accounts for nearly 14 percent of all loss of sight. Often called the "sneak thief of sight," glaucoma in its most common form can destroy vision slowly and painlessly, sometimes without arousing any warning signs in the victim until most of his sight is gone.

On the basis of recommendations of the Society's Committee on Glaucoma and:

- Recent investigations indicating that glaucoma may be found not infrequently among persons in their 30's.
- Increased scientific knowledge of the mechanics of glaucoma; and
- Improvement of diagnostic equipment which can now confirm a diagnosis of the disease at an earlier age than previously possible;

the National Society for the Prevention of Blindness advocates regular biennial eye examinations for glaucoma begin at age 35 rather than age 40.

The NSPB Committee on Glaucoma has made the recommendation that 35 years be set as the starting age for all glaucoma screening programs in the United States. The committee is composed of 15 eminent ophthalmologists.

The National Society has previously estimated that more than 1,350,000 Americans over age 40 have glaucoma, and half do not know it. The disease is found to strike about two percent of adults 40 years and over. The Society had listed 40 as the critical age for adults to begin having medical eye examinations for glaucoma.

The recommendation to reduce the age to 35 now adds nearly 12,350,000 men and women to those who must consider themselves as potential targets for chronic glaucoma. The Society is now urging all men and women 35 and over to have a medical examination for glaucoma at least every two years.



A tonometry test for glaucoma, the sneak thief of sight, at an NSPB screening program

Frequent glaucoma examinations are particularly important for those persons whose family members already have been affected by this disease. Heredity has been shown to be a significant factor in glaucoma, and an annual examination is suggested for those whose family has a history of glaucoma.

Glaucoma is a disease characterized by increased fluid pressure within the eye. Like a round basketball that gets its shape from air compressed within, the human eye retains its spherical shape because it is filled with fluids. The front portion of the eye between the lens and the cornea holds a clear, watery liquid called *aqueous*. Continuously during a human lifetime, aqueous is produced within this tiny chamber of the eye, flows through to help nourish the transparent cornea, and then drains from the chamber via a minute natural canal. For every ounce of aqueous secreted by the normal eye, an ounce is draining simultaneously, thereby maintaining a constant, acceptable pressure within the eye.

For reasons not yet completely understood by medical science, the drainage canal within the eye may become blocked. When this happens, the flow of aqueous backs up, fills the chamber beyond normal capacity, and begins to exert pressure. The increasing pressure is transmitted to the retina, or rear inner wall of the eye containing sensitive nerve cells and fibers. These cells relay light stimuli through the optic nerve to the brain.



In the normal eye the field of vision includes both front and side sight.



A person with neglected or advanced glaucoma may see only directly ahead.

The increased pressure can cause the destruction of these cells, destruction that can take place without pain or warning symptoms. With each cell destroyed a portion of the field of vision is lost. This visual loss is irreversible, for sight once destroyed by glaucoma can never be restored.

Glaucoma cannot yet be cured, but if detected and treated early enough, it can be controlled and further visual loss prevented, either by drugs or surgery. Early detection, therefore, is essential to preventing blindness from the "sneak thief of sight,"

and early detection demands regular eye examinations for adults in the high-incidence age groups.

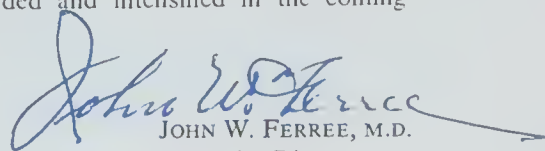
A principal tool of the National Society for teaching the public about glaucoma and encouraging periodic eye examinations are community glaucoma screening projects. The NSPB and its affiliates sponsor such screenings throughout the country with the aid of local medical societies, civic and volunteer groups. The tests conducted are not substitutes for complete eye examinations but the screening sessions do turn up many cases of previously unsuspected glaucoma.

During 1964, more than 117,000 persons were screened for signs of glaucoma in various types of projects from which final figures have been received. Of those screened, 4,603 were referred for ophthalmological examinations because of suspicious increase in intraocular pressure.

At the American Medical Association's 1964 annual meeting in San Francisco, 1,457 physicians and guests were screened and 47 found to have an increase in intraocular pressure. Of those screened, 690 had never had a glaucoma test before and 443 of these were 40 years of age or older. In conducting this screening, the NSPB had the cooperation of the University of California Medical Center and Presbyterian Medical Center. The Society also participated in the 1964 annual meeting of the American Dental Association where screening was conducted for the first time. At this meeting 1,198 dentists were screened and 25 referred for ophthalmological examinations. Of those screened 850 had never had a test previously; 560 were 40 years of age and older.

With the cooperation of the medical directors of the Equitable Life Assurance Society, Metropolitan Life Insurance Company, New York Life Insurance Company and Life Extension Examiners, the National Society has encouraged the testing for glaucoma in annual physical examinations of employee groups. The opportunity to check the same employees over a period of years may provide information about the natural history of glaucoma.

Because glaucoma remains the second leading cause of blindness in our nation, it is a major target of the NSPB's programming. Developments and accomplishments during 1964 forecast that the Society campaign for its early detection will be further expanded and intensified in the coming years.


 JOHN W. FERREE, M.D.
 Executive Director

PEAT, MARWICK, MITCHELL & CO.
CERTIFIED PUBLIC ACCOUNTANTS
SEVENTY PINE STREET
NEW YORK, NEW YORK 10005

ACCOUNTANTS' REPORT

The Board of Directors
National Society for the Prevention of Blindness, Inc.:

We have examined the statement of financial position of the National Society for the Prevention of Blindness, Inc., excluding state chapters, as of December 31, 1964 and the related statement of fund transactions for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances. As to contributions and income from state chapters, it was not practicable because of their nature to extend the examination beyond accounting, on a test basis, for the receipts as recorded.

The income, expenditures and resources of the state chapters of the Society are not included in the accompanying statements nor were the financial statements of such chapters examined by us.

In our opinion, the accompanying statement of financial position and statement of fund transactions present fairly the financial position of the Society, excluding state chapters, at December 31, 1964 and the summary of fund transactions for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Peat, Marwick, Mitchell & Co.

New York, N. Y.
March 4, 1965

NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.

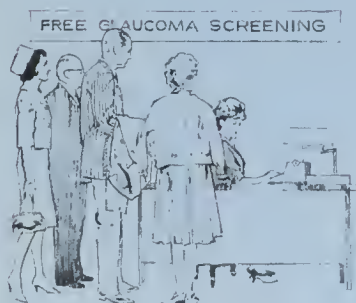
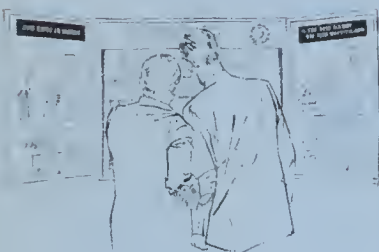
STATEMENT OF FINANCIAL POSITION

December 31, 1964

	General Fund	Designated Funds	Endowment Funds and Funds Func- tioning as Endowment	Combined
Assets:				
Cash	\$ 214,839	27,298	4,556	246,693
Accounts receivable:				
Deposits and advances	5,921	—	—	5,921
Due from chapters of the Society	40,815	—	—	40,815
Miscellaneous accounts receivable	22,637	—	—	22,637
Investments in bonds and stocks, at cost or fair value at date of acquisition in the case of gifts (quoted market \$1,775,538)— (see note)	984,336	—	58,992	1,043,328
Prepaid expenses	6,805	—	—	6,805
Total assets	1,275,353	27,298	63,548	1,366,199
 Less accounts payable and accrued expenses	30,934	—	—	30,934
Net assets (representing fund balances)	<u>\$1,244,419</u>	<u>27,298</u>	<u>63,548</u>	<u>1,335,265</u>
 Fund balances:				
General Fund	1,244,419	—	—	1,244,419
Designated Funds	—	27,298	—	27,298
Endowment Funds and Funds Functioning as Endowment	—	—	63,548	63,548
	<u>\$1,244,419</u>	<u>27,298</u>	<u>63,548</u>	<u>1,335,265</u>

Note: Securities costing \$158,737 have been deposited with an escrow agent in accordance with the lease agreement dated May 15, 1961.

TO MEET THE CHALLENGE...



RESEARCH:—funds for the purpose of supporting scientific studies or investigations, plus all costs incurred in the conduct of a program which seeks new knowledge for the prevention of blindness.

\$ 68,883

PUBLIC HEALTH EDUCATION:—programs to inform the general public how it can conserve sight and prevent blindness through good visual health and eye safety practices and all costs relating to “eye health” educational work.

\$163,401

PROFESSIONAL EDUCATION AND TRAINING:—activities to improve the knowledge, skills and critical judgment of physicians, teachers, nurses, and other persons engaged in eye health and safety work; to provide educational opportunities and to expand or improve health educational courses.

\$162,887

COMMUNITY SERVICES:—activities relating to the detection of eye diseases such as glaucoma and visual problems of children; planning and improvement of community eye health services, facilities and safety practices.

\$112,004

PUBLIC INFORMATION:—activities conducted for the purpose of keeping the National Society programs before the public and which gives an accounting of the management’s stewardship.

\$ 31,043

FUND RAISING:—activities conducted or materials produced and distributed for the sole or principal purpose of getting the public to support financially the National Society’s cause.

\$270,776

ORGANIZATION AND PROGRAM DEVELOPMENT—FIELD SERVICES:—costs incurred in organization and development of state affiliates.

\$ 38,532

ADMINISTRATIVE AND GENERAL EXPENSES:—costs associated with directing the overall affairs of the National Society; the cost of operating accounting and office service departments.

\$135,177

NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.

STATEMENT OF FUND TRANSACTIONS

Year ended December 31, 1964

	General Fund	Designated Funds	Endowment Funds and Funds Func- tioning as Endowment	Combined
Expenditures:				
Research	\$ 64,543	4,340	—	68,883
Public health education	156,401	7,000	—	163,401
Professional education and training	161,508	1,379	—	162,887
Community services	110,994	1,010	—	112,004
Public information	31,043	—	—	31,043
Fund raising	270,776	—	—	270,776
Organization and program development—field services	38,532	—	—	38,532
Administration and general expenses	135,177	—	—	135,177
	<u>968,974</u>	<u>13,729</u>	<u>—</u>	<u>982,703</u>
Income:				
Contributions (including legacy and chapter contributions)	784,882	17,507	10,809	813,198
Sales, subscriptions and royalties	38,424	—	—	38,424
Investment and trust fund income	82,736	2,463	—	85,199
	<u>906,042</u>	<u>19,970</u>	<u>10,809</u>	<u>936,821</u>
Excess of expenditures or (income) before net gain on sale of investments	62,932	(6,241)	(10,809)	45,882
Net gain on sale of investments	65,619	—	3,519	69,138
Increase for year	2,687	6,241	14,328	23,256
Fund balances:				
Beginning of year	1,241,732	21,057	49,220	1,312,009
End of year	<u>\$1,244,419</u>	<u>27,298</u>	<u>63,548</u>	<u>1,335,265</u>

See note on statement of financial position.

Fund balances designated for:

Expenditures budgeted for 1965 program	\$1,135,000
Operating reserve and other purposes	200,265
	<u>\$1,335,265</u>

The net assets of \$1,335,265 of the Society at December 31, 1964 include securities with a book value of \$1,043,328 and a quoted market value of \$1,775,538.

Contributions of \$28,566 from the four state Chapters represent forty per cent of their gross receipts. The accounts of the Chapters have been audited by certified public accountants.

The Society is applying uniform accounting and financial reporting procedures as recommended by the National Health Council.

HOW YOU CAN HELP PREVENT BLINDNESS!

1. Plan each year to support the National Society as generously as you are able. During 1964 a record number of gifts was received from people interested in preventing unnecessary blindness.
2. Consider a bequest to prevent blindness when writing your will. To learn more about effective ways of including charitable gifts in the planning of your estate, write for the Society's new booklet, **A GIFT OF SIGHT**. You can assure the Society of continuing financial support by using the following bequest form:
"I give and bequeath to the National Society for the Prevention of Blindness, Inc., a corporation under the laws of the State of New York, the sum of \$_____ for its corporate purposes."
3. There are many important sight saving projects which offer special gift opportunities, ranging from a few hundred dollars for an educational pamphlet, to many thousand dollars for long-range programs of research or program development. Information about these opportunities may be obtained from John W. Ferree, M.D., executive director of the National Society.
4. Guard your eyes and those of your family through regular eye examinations, especially after the age of 35 when glaucoma may become a threat. Before children begin school their eyes should be examined to be sure that any defects can be corrected in time.

GIFTS TO THE NATIONAL SOCIETY ARE CHARITABLE
CONTRIBUTIONS AND DEDUCTIBLE FOR INCOME TAX PURPOSES

CHECKS MAY BE MADE PAYABLE TO "PREVENT BLINDNESS"



NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.

16 East 40th Street

New York, N.Y. 10016

MEMBER OF NATIONAL HEALTH COUNCIL
ACCREDITED BY THE NATIONAL INFORMATION BUREAU



NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.
16 EAST 40th STREET • NEW YORK, N. Y. 10016 • MURRAY HILL 4-3505

Executive Director
John W. Ferree, M.D.

July 2, 1965

To: Friends of the NSPB

From: John W. Ferree, M.D., Executive Director

Enclosed is the 1964 Annual Report of the National Society for the Prevention of Blindness, Inc. Our accomplishments are dependent on your concern for and support of the Society's program.

Your assistance in expanding and improving the Society's program this past year is deeply appreciated. It is my hope you have gained satisfaction from your participation and that our activities will continue to merit your interest and support.

JWF:se

Enclosure

